

Amendments to the Claims:

Please amend claims 1 and 8.

Please add new claims 46-54.

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method of performing a retail transaction, comprising:
 - initiating a customer-independent transaction detail communication from a retail system to a transaction authorization system;
 - initiating a customer wireless communication from a customer-controlled wireless communication device to the transaction authorization system;
 - matching the customer wireless communication with the transaction detail communication; **and**
 - identifying a customer account associated with the customer wireless communication; and
 - authorizing the retail transaction to the retail system.
2. (Original) The method of claim 1, further comprising:
 - supplying a customer-independent token to the retail system.
3. (Original) The method of claim 2,
 - wherein the customer-independent token supplies a customer-independent account data.
4. (Original) The method of claim 2,
 - wherein the customer-independent token supplies a retailer-dependent account data.

5. (Original) The method of claim 2,
wherein the customer-independent token supplies a location-dependent account data.
6. (Original) The method of claim 2, wherein the transaction detail communication is otherwise identical to a standardized transaction detail communication.
7. (Original) The method of claim 1, initiating a transaction detail communication comprising:
supplying a customer-independent token in lieu of a customer-dependent token used in a non-wireless-enabled private label transaction.
8. (Currently Amended) The method of claim 1,
wherein the retail system is a POS system, and
wherein the POS system can perform the ~~wireless-enabled private label retail~~ transaction without modification.
9. (Original) The method of claim 1, wherein the customer-controlled wireless communication device is a wireless telephone.
10. (Original) The method of claim 1, wherein the customer account is a private label credit account.
11. (Original) The method of claim 1, authorizing the retail transaction comprising:
modifying the retail transaction to reference the customer account.
- 12.-45. (Cancelled).

46. (New) A computer readable medium, on which is stored software, which when executed by a processor, causes the processor to perform actions comprising:

receiving a customer-independent transaction detail communication from a retail system;

receiving a customer wireless communication from a customer-controlled wireless communication device;

matching the customer wireless communication with the transaction detail communication;

identifying a customer account associated with the customer wireless communication; and

authorizing the retail transaction to the retail system.

47. (New) The computer readable medium of claim 46, wherein receiving comprises:

receiving a customer-independent account data from the retail system.

48. (New) The computer readable medium of claim 46, wherein receiving comprises:

receiving a retailer-dependent account data from the retail system.

49. (New) The computer readable medium of claim 46, wherein receiving comprises:

receiving a location-dependent account data from the retail system.

50. (New) The computer readable medium of claim 46, wherein authorizing the retail transaction comprises:

modifying the retail transaction to reference the customer account, responsive to identifying the customer account associated with the customer wireless communication.

51. (New) A system, comprising:
 - a processor;
 - a storage medium, coupled to the processor;
 - a software, stored on the storage medium, which when executed by the processor, causes the processor to perform actions comprising:
 - receiving a customer-independent transaction detail communication from a retail system;
 - receiving a customer wireless communication from a customer-controlled wireless communication device;
 - matching the customer wireless communication with the transaction detail communication;
 - identifying a customer account associated with the customer wireless communication; and
 - authorizing the retail transaction to the retail system.
52. (New) The system of claim 51, further comprising:
 - a customer-independent token, configured to be supplied to the retail system, wherein the customer independent token provides customer-independent data for the customer-independent transaction detail communication.
53. (New) The system of claim 51,
 - wherein the customer independent token stores a customer-independent data, comprising a retailer-dependent account data.
54. (New) The system of claim 51, wherein authorizing the retail transaction comprises:
 - modifying the retail transaction to reference the customer account, responsive to identifying the customer account associated with the customer wireless communication.